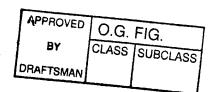
APPROVED C.G. FIG.
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		Compai	ny	
	A Organization	B Governance	C Business	D Intellectual
1	Purpose The Vision	The Organization	Assets The Products	Capital Human Resources
2	The Opportunity	The Team	The Market	Codified Capital
3	The Plan	The Tools	The Financials	Relationships

FIG. 1(a)

		R&D Organization	-
	A	В	C
	Setting the	Undertaking the	Making the
	Stage	Task	Impact
1	Vision	Business	Technology Acquisition/
1	Mission	Relevance	Transfer
	Mandate		
2	Human	Program Management	Corporate
	Resources		Impact
3	Lifelong	Performance	Public/
	Learning	Measurement	Community
	9		Impact

FIG. 1(b)



		University	
	A Undergraduate Programs	B Graduate And Research Programs	C External Linkages
1	Undergraduate Curriculum	Graduate Program	Links Within The University
2	Undergraduate Student Relations	Research Program	Links To Other National And International Institutions
3	Staff Development	Research Support	Links To Industry And The Community

FIG. 1(c)

		Technical Asset	
	A	В	C
	Scientific Strength	Technological Strength	Commercial Strength
1	Technical	Commercial	Market
	Framework	Readiness	Characteristics
2	Level of	Proprietary	Margin and
	Verification	Strength	Profit Potential
3	Excellence of	Technological	Commercialization
	Project Team	Durability	Channels

FIG. 1(d)

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Performance	No.	Rating Level 1	Rating Level 2	Rating Level 3	Rating Level 4	×	×
Area Proprietary Strength	-	Patent protection on the technology is not planned and/or is not feasible.	Patent disclosures and/or applications have been or could be prepared, but it is uncertain whether there is sufficient novelty to support strong claims.	tions have been he US and/or late patent rincipal claims strong and the patent offices	The technology is well protected by strong process and/or product patents, with extensive geographic coverage.	a	1-a
	7	There is a dominant IP position in this field held by other parties.	The technology is in a competitive environment with essentially no significant IP position likely to held by any	is anticipated. The technology is in an active field but appears to have the potential to fill a significant IP gap.	The technology is in a relatively virgin field with ample opportunities for strong IP protection.	q	1-b
	8	The technology will not have any specific trademark designation and the marketing approach will have to rely on the intrinsic value of the	Although a distinguishing trademark for the technology is not feasible, it belongs to a family of well-recognized commercial products or services and will benefit from	Attaining a distinguishable trademark for the technology is feasible and should facilitate market introduction.	The technology has its own distinguishable trademark that will significantly increase market acceptability.	v	7
	4	technology. No specific know-how is required to commercialize the technology, or if required, has been publicly disclosed.	Some specific, but not overly complex, know-how is required to commercialize the technology. Actions such as confidentiality agreements will be needed to maintain a	The technology as publicly disclosed will be difficult to apply commercially without the know-how of the developers.	The technology requires a high level of know-how in its application and it will be almost impossible to apply commercially without this knowledge.	Ð	1-d
	\(\sigma \)	Gradual improvements to the technology will probably occur through further development, which may extend its life but unlikely its application or market	proprietary advantage. Gradual improvements to the technology will probably occur through further development and these should extend its application and market share.	The technology is at an early point in the maturity curve and significant improvements are likely which will have major business impacts.	The technology is at an early point in the maturity curve and significant improvements are likely which will have major business impacts. There is a high probability of valuable additional intellectual property protection.	v	1-e
		share.				Sum X	Sum Y

APPROVED	O.G.	FIG.
BY	CLASS	SUBCLASS
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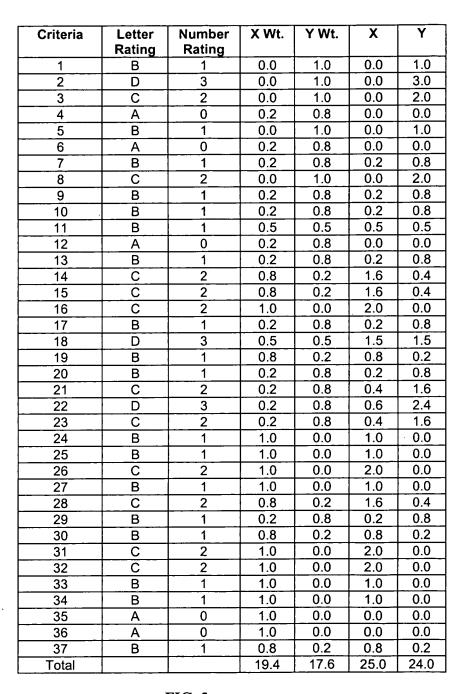


FIG. 3

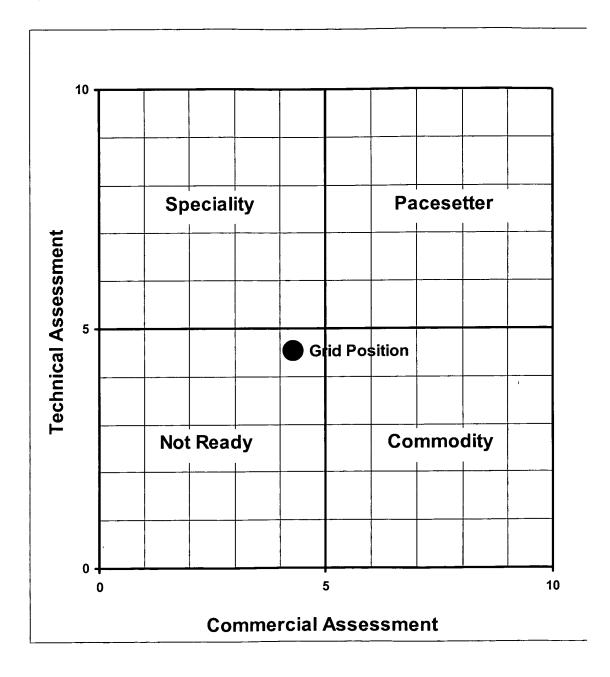


Fig. 4a

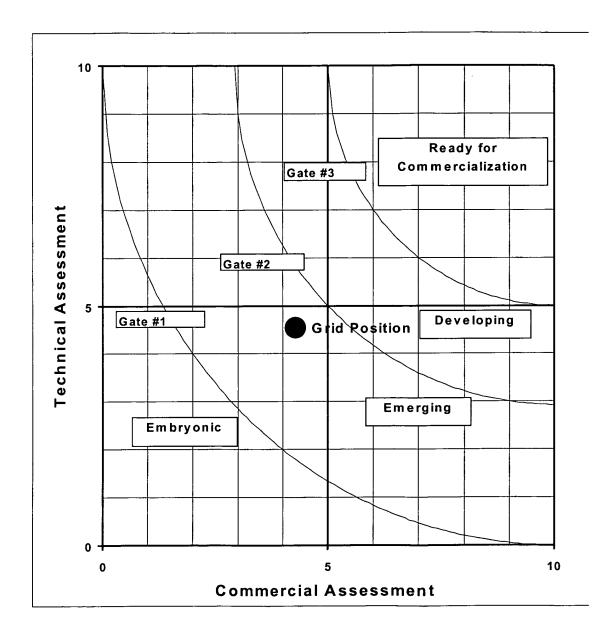


Fig. 4b

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Tech. #	X	Y	R
7	7.4	7.6	75.0%
10	6.9	7.9	73.5%
8	6.4	7.6	69.4%
3	7.2	5.9	64.9%
9	5.2	7.0	60.0%
1	6.7	5.3	59.4%
6	6.7	5.2	58.8%
4	6.0	5.5	57.4%
2	4.8	4.4	46.0%
5	2.9	3.1	30.0%

Fig 4c

Application	Quadrant	Ultimate Grid Position	Definition
Company	Market Leader 10, 0 Innovator 0, 10 Pacesetter 10, 1 Still Evolving 0, 0 Improver 10, 0 Transformer 0, 10 Still Evolving 0, 0 Teaching University 10, 0 Research Institute 0, 10 Still Evolving 0, 0 Commodity 10, 0 Specialty 0, 10	10, 0	Current products and services dominate the market; there is no emphasis on developing new products and services.
	Innovator	0, 10	New products and services are being developed, with little effort towards defining or creating a market demand.
	Pacesetter	10, 10	Well balanced company, a market leader with current products and services, having active programs to develop new customers, new products and new services.
	Still Evolving	0, 0	
R&D Organization		10, 0	Meets the technical needs of current customers, with effective continuous improvement programs.
	Transformer	0, 10	Developer of major new processes and products, and/or extending the boundaries of science, with no immediate market connection.
	Pacesetter	10, 10	Well balanced organization, effective in meeting the needs of current clients, but constantly developing an searching for new clients, new products and new services.
	Still Evolving	0, 0	
University		10, 0	University well recognized for exceptional skills in teaching.
	Research Institute	0, 10	Research institute with a university style structure but exclusively focused on research and extending the boundaries of knowledge.
	Research University	10, 10	University which has effectively coupled its teaching and research skills.
Technical Asset	Commodity	10, 0	A product or service having high current market acceptance with minimum technical content.
	Specialty	0, 10	A highly technical product or service which has an ill defined or small existing or potential market.
		10, 10	A highly technical product or service that has or is expected to have a major market impact.
	Not Ready	0, 0	

Fig. 5

ARPROVED O.G. FIG.

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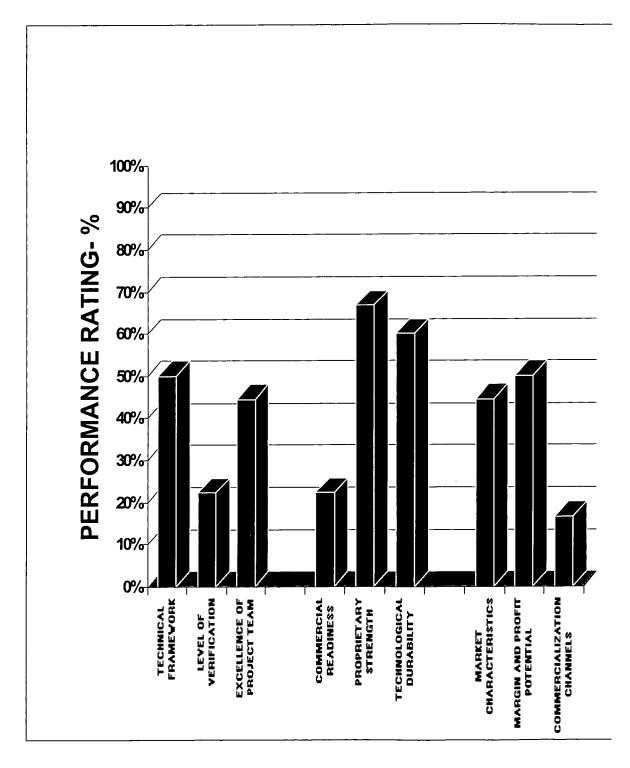
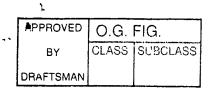


Fig. 6



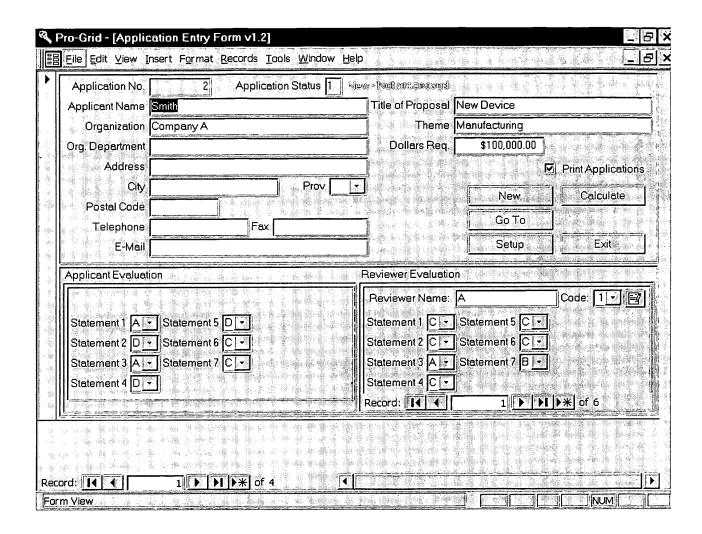


FIG. 7

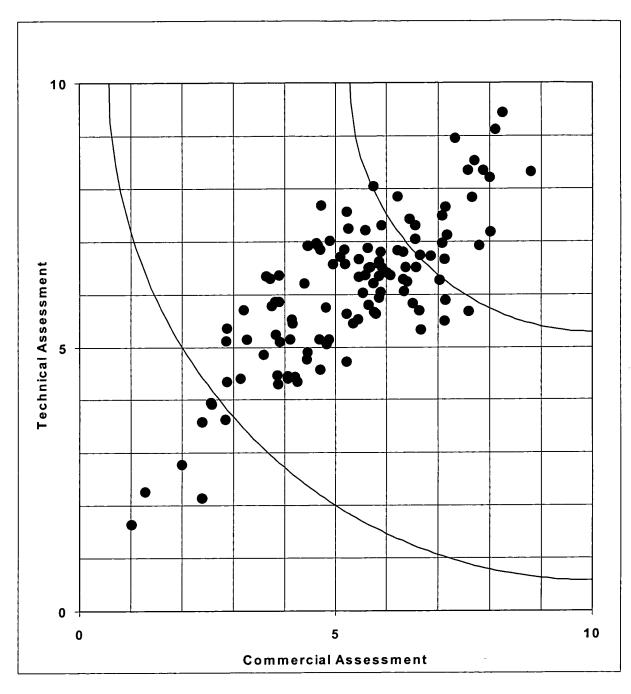


FIG. 8



(
	Metal h

1	2	3	4	5	6	7
No.	L	R	Xwt	Ywt	Х	Υ
1	В	1	0	1	0	1
2	В	1	0	1	0	1.
. 3	С	2	0	1	0	2
4	С	2	0.2	8.0	0.4	1.6
5	В	1	0	1	0	1
6	Α	0	0.2	8.0	0	0
7	Α	0	0.2	0.8	0	0
8	В	1	0	1	0	1
9	В	1	0.2	8.0	0.2	0.8
10	В	1	0.2	0.8	0.2	0.8
11	В	1	0.5	0.5	0.5	0.5
12	В	1	0.2	8.0	0.2	0.8
13	Α	0	0.2	8.0	0	0
14	В	1	8.0	0.2	8.0	0.2
15	Α	0	1	0	0	0
16	D	3	0.2	8.0	0.6	2.4
17	D	3	0.2	0.8	0.6	2.4
18	С	2	8.0	0.2	1.6	0.4
19	В	1	0.2	0.8	0.2	0.8
20	В	1	0.2	8.0	0.2	0.8
21	В	1	0.2	0.8	0.2	0.8
22	В	1	1	0	1	0
23	В	1	1	0	1	0
24	В	1	1	0	1	0
25	С	2	0.8	0.2	1.6	0.4
26	С	2	0.2	0.8	0.4	1.6
27	В	1	8.0	0.2	8.0	0.2
28	С	2	1	0	2	0
29	С	2	1	0	2	0
30	Α	0	1	0	0	0
31	С	2	1	0	2	0
32	В	1	8.0	0.2	0.8	0.2
33	С	2	1	0	2	0
34	В	1	0.8	0.2	8.0	0.2

den the tal first see the see the

8	9	10_	11	12	13	14	15	16	17	18	19
No.	MS	Xwt	Ywt	Х	Υ	No.	R		code		MS
1	2	0	1	0	2	1	1	2	1	1	2
2	2	0	1	0	2	2	1	0	1	0	2
3	2	0	1	0	2	3	2	0	1	0	2
4	2	0.2	8.0	0.4	1.6	4	2	2	1	0	2
5	3	0	1	0	3	5	1	3	2	1	3
6	3	0.2	8.0	0.6	2.4	6	0	3	2	1	3
7	3	0.2	8.0	0.6	2.4	7	0	3	2	1	3
8	2	0	1	0	2	8	1	2	1	0	2
9	2	0.2	8.0	0.4	1.6	9	1	1	1	0	2
10	2	0.2	8.0	0.4	1.6	10	1 -	1	1	1	2
11	3	0.5	0.5	1.5	1.5	11	1	3	2	1	3
12	3	0.2	8.0	0.6	2.4	12	1	3	2	1	3
13	1	0.2	8.0	0.2	8.0	13	0	1	1	1	1
14	2	8.0	0.2	1.6	0.4	14	1	0	1	1	2
15	0	1	0	0	0	15	0	0	0	1	0
16	3	0.2	8.0	0.6	2.4	16	3	0	0	0	3
17	3	0.2	8.0	0.6	2.4	17	3	0	1	0	3
18	3	0.8	0.2	2.4	0.6	18	2	0	1	1	3
19	1	0.2	8.0	0.2	0.8	19	1	0	0	0	1
20	2	0.2	8.0	0.4	1.6	20	1	1	1	0	2
21	2	0.2	8.0	0.4	1.6	21	1	1	1	1	2
22	2	1	0	2	0	22	1	1	1	0	2
23	2	1	Ó	2	0	23	1	1	1	1	2
24	1	1	0	1	0	24	1	0	0	0	1
25	2	8.0	0.2	1.6	0.4	25	2	1	1	0	2
26	2	0.2	8.0	0.4	1.6	26	2	0	0	0	2
27	1	8.0	0.2	8.0	0.2	27	1	0	0	0	1
28	2	1	0	2	0	28	2	0	0	0	2
29	2	1	0	2	0	29	2	0	0	0	2
30	0	1	0	0	0	30	0	0	0	0	0
31	3	1	0	3	0	31	2	1	1	1	3
32	3	8.0	0.2	2.4	0.6	32	1	1	2	1	3
33	2	1	0	2	0	33	2	0	1	0	2
34	2	0.8	0.2	1.6	0.4	-34	1	0	1	1	2

	SUM		16.9	17.1 21.1 20	.9		16.9	17.1 31.7 38.3	3
				Current Position	on			Future Position	1
	TOTAL	X=	21.1	X Plot =	4.2	X=	31.7	X Plot =	6.3
	FOTAL	Y=	20.9	Y Plot =	4.1	Y=	38.3	Y Plot =	7.5
					Current		Future	!	
	TECHNICA	L FR	RAMEV	VORK	0.5		0.67		
	LEVEL OF	VERI	FICAT	ION	0.11		1		
	EXCELLEN	F PR	DJECT TEAM	0.33		0.67			
	COMMERC	CIAL F	READI	NESS	0.22		0.78		
	PROPRIETARY STRENGTH				0.58		0.67		
TECHNOLOGICAL DURABILITY				0.42		0.67			
	I IMARKET C	'HAR	۵۲۲۶	PISTICS	0.47		0.6		
				POTENTIAL	0.47		0.42		
	COMMERC	CIALIZ	ZATIO	N CHANNELS	0.5		0.83		

Fig. 9

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Fig. 10

APPROVED O.G. FIG.
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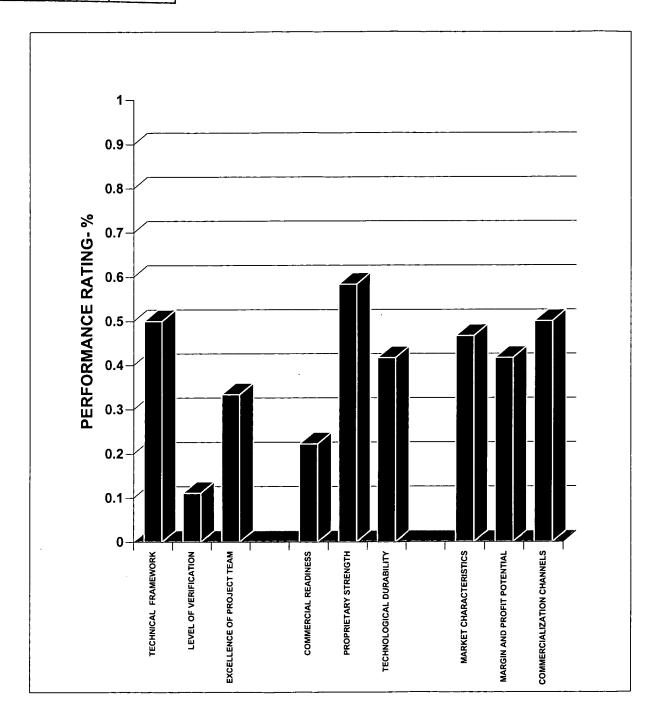


Fig. 11

Fig. 12

COMMERCIAL READINESS

PROPRIETARY STRENGTH

TECHNOLOGICAL DURABILITY

MARKET CHARACTERISTICS

LEVEL OF VERIFICATION

TECHNICAL FRAMEWORK

EXCELLENCE OF PROJECT TEAM

COMMERCIALIZATION CHANNELS

MARGIN AND PROFIT POTENTIAL

						Γ.
Y	1-a	1-b	1-c	1-d	1-e	Sum Y
X	ત	q	3	p	a)	Sum X
Rating Level 4	The technology is well protected by strong process and/or product patents, with extensive geographic coverage.	The technology is in a relatively virgin field with ample opportunities for strong IP protection.	The technology has its own distinguishable trademark that will significantly increase market acceptability.	The technology requires a high level of know-how in its application and it will be almost impossible to apply commercially without this knowledge.	The technology is at an early point in the maturity curve and significant improvements are likely which will have major business impacts. There is a high probability of valuable additional intellectual property protection.	
Rating Level 3	Patent applications have been submitted to the US and/or other appropriate patent offices. The principal claims are viewed as strong and acceptance by the patent offices is anticipated.	The technology is in an active field but appears to have the potential to fill a significant IP gap.	Attaining a distinguishable trademark for the technology is feasible and should facilitate market introduction.	The technology as publicly disclosed will be difficult to apply commercially without the know-how of the developers.	The technology is at an early point in the maturity curve and significant improvements are likely which will have major business impacts.	
Rating Level 2	Patent disclosures and/or applications have been or could be prepared, but it is uncertain whether there is sufficient novelty to support strong claims.	The technology is in a competitive environment with essentially no significant IP position likely to held by any party.	Although a distinguishing trademark for the technology is not feasible, it belongs to a family of well-recognized commercial products or services and will benefit from this association.	Some specific, but not overly complex, know-how is required to commercialize the technology. Actions such as confidentiality agreements will be needed to maintain a proprietary advantage.	Gradual improvements to the technology will probably occur through further development and these should extend its application and market share.	
Rating Level 1	Patent protection on the technology is not planned and/or is not feasible.	There is a dominant IP position in this field held by other parties.	The technology will not have any specific trademark designation and the marketing approach will have to rely on the intrinsic value of the technology.	No specific know-how is required to commercialize the technology, or if required, has been publicly disclosed.	Gradual improvements to the technology will probably occur through further development, which may extend its life but unlikely its application or market share.	
No.	1	2	3	4	\$	
Performance Area	Proprietary Strength					

FIG. 2

No. L R Xwt Ywt X Y No. R Code MS	1	2	3	4	5	6	7 ~		8	9	10	11	12	13	14	15	16	17	18	19_
2 B 1 0 1 0 1 0 1 0 2 3 2 2 1 0 1 0 2 2 3 2 1 0 1 0 2 2 3 3 2 0 1 1 0 2 2 3 3 2 0 1 1 0 2 2 4 C 2 0 2 0 8 0 4 1.6 4 2 0 2 0 8 0 4 1.6 4 2 2 2 1 1 0 2 2 5 8 1 1 0 0 1 0 1 0 1 0 1 0 1 0 1 0 1 0 1	No.	L	R	Xwt	Ywt	Х	Υ		No.	MS		Ywt	Х	Υ	No.	R		code		MS
3 C 2 0 1 0 2 3 2 0 1 0 2 4 C 2 0.2 0.8 0.4 1.6 4 2 2 1 0 2 5 B 1 0 1 0 1 5 3 0 1 0 2 1 3 2 1 0 2 1 3 2 1 0 2 1 3 2 1 0 2 1 3 2 1 0 2 1 3 2 1 0 2 1 3 2 1 0 2 1 3 2 1 0 2 1 3 2 1 3 2 1 3 2 1 3 2 1 3 2 1 3 2 1 3 2 1 3 2	1	В	1	0	1	0	1					1	0		1	1		1	-	
4 C 2 0.2 0.8 0.4 1.6 4 2 0.2 0.8 0.4 1.6 4 2 2 1 0 2 5 B 1 0 1 0 1 5 3 0 1 0 3 5 1 3 2 1 3 6 A 0 0.2 0.8 0 0 6 3 0.2 0.8 0.6 2.4 7 0 3 2 1 3 8 B 1 0.2 0.8 0.2 0.8 9 2 0.2 0.8 0.6 2.4 7 0 3 2 1 3 10 B 1 0.2 0.8 0.2 0.8 0.2 0.8 0.2 0.8 1 1 1 1 1 1 1 1 1 1 1 1 1 <td>2</td> <td></td> <td>1</td> <td>0</td> <td>1</td> <td>0</td> <td>1</td> <td></td> <td>2</td> <td></td> <td>0</td> <td>1</td> <td>0</td> <td>2</td> <td>2</td> <td></td> <td>0</td> <td>1</td> <td></td> <td></td>	2		1	0	1	0	1		2		0	1	0	2	2		0	1		
5 B 1 0 1 0 1 0 1 0 1 0 1 0 1 3 2 1 3 2 1 3 2 1 3 2 1 3 2 1 3 2 1 3 2 1 3 2 1 3 3 2 1 3	3		2	_	1	0	2		3						3			1		
6 A 0 0 0.2 0.8 0 0 0 0	4	С	2	0.2	0.8	0.4	1.6		4	2	0.2	8.0		1.6	4	2		1	0	
7 A 0 0 0.2 0.8 0 0 0	5	В	1	0		0	1		5						5				•	
8 B 1 0 1 0 1 8 2 0 1 0 2 8 1 2 1 0 2 9 B 1 0.2 0.8 0.2 0.8 1 0 2 0 8 1 2 1 0 2 10 B 1 0.2 0.8 0.2 0.8 10 2 0.2 0.8 0.4 1.6 10 1 1 1 0 2 11 B 1 0.5 0.5 0.5 0.5 0.5 0.5 1.5 11 1 <td>6</td> <td>Α</td> <td>0</td> <td>0.2</td> <td>8.0</td> <td>0</td> <td>0</td> <td></td> <td>6</td> <td>3</td> <td></td> <td></td> <td></td> <td></td> <td>6</td> <td>0</td> <td></td> <td></td> <td>1</td> <td></td>	6	Α	0	0.2	8.0	0	0		6	3					6	0			1	
9 B 1 0.2 0.8 0.2 0.8	7	Α	0	0.2	8.0	0	0		7	3	0.2	8.0	0.6	2.4	7	0			-	
10 B 1 0.2 0.8 0.2 0.8 10 2 0.2 0.8 0.4 1.6 10 1	8	В	1	0	1	0	1		8		-	-			8	1		1	-	
11 B 1 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 0.5 1.5 1.5 1.5 11 1 3 2 1 3 12 B 1 0.2 0.8 0.2 0.8 0.2 0.8 0.6 2.4 12 1 3 2 1 3 13 A 0 0.2 0.8 0.2 0.8 0.2 0.8 0.2 0.8 0.2 0.8 0.2 0.8 0.2 0.8 0.2 0.8 0.2 1.6 0.4 14 1 0 1	9	В	1	0.2	8.0	0.2	0.8		9						9	1	1	1	0	
12 B 1 0.2 0.8 0.2 0.8	10	В	1	0.2	8.0	0.2	0.8		10	2					10	1			1	
13 A 0 0.2 0.8 0 0 13 1 0.2 0.8 0.2 0.8 13 0 1	11	В	1	0.5	0.5	0.5	0.5			3						1			1	
14 B 1 0.8 0.2 0.8 0.2 1.6 0.4 14 1 0 1 1 2 15 A 0 1 0 0 0 0 15 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 1 0 0 0 0 1 0	12	В	1	0.2	8.0	0.2	0.8	1	12	3						1		2	1	
15 A 0 1 0 0 0 0 15 0 0 0 1 0 0 0 0 1 0 0 0 0 1 0 0 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 </td <td>13</td> <td>Α</td> <td>0</td> <td></td> <td>8.0</td> <td>0</td> <td>0</td> <td></td> <td>13</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td>1</td> <td></td>	13	Α	0		8.0	0	0		13									1	1	
16 D 3 0.2 0.8 0.6 2.4 16 3 0.2 0.8 0.6 2.4 16 3 0 0 0 3 17 D 3 0.2 0.8 0.6 2.4 17 3 0.2 0.8 0.6 2.4 17 3 0 1 0 3 18 C 2 0.8 0.2 1.6 0.4 18 3 0.8 0.2 2.4 0.6 18 2 0 1 1 3 19 1 0.2 0.8 0.2 0.8 19 1 0 0 0 0 1 1 3 19 1 0 0 0 0 1 1 3 0 1 0 0 0 1 1 0 0 0 1 1 0 0 0 1 1 0 0 0 0 1 1 0 0 0 1 1 0 2 0 2 <td>14</td> <td>В</td> <td>1</td> <td>8.0</td> <td>0.2</td> <td>0.8</td> <td>0.2</td> <td></td> <td>14</td> <td>2</td> <td>0.8</td> <td></td> <td></td> <td></td> <td></td> <td>1</td> <td></td> <td>-</td> <td>1</td> <td></td>	14	В	1	8.0	0.2	0.8	0.2		14	2	0.8					1		-	1	
17 D 3 0.2 0.8 0.6 2.4 17 3 0 1 0 3 18 C 2 0.8 0.2 1.6 0.4 18 3 0.8 0.2 2.4 0.6 18 2 0 1 1 3 19 B 1 0.2 0.8 0.2 0.8 19 1 0 0 0 1 20 B 1 0.2 0.8 0.2 0.8 19 1 0 0 0 0 1 20 B 1 0.2 0.8 0.2 0.8 0.4 1.6 20 1 1 1 0 2 21 B 1 0.2 0.8 0.2 0.8 0.4 1.6 21 1 1 1 0 2 22 B 1 1 0 1 0 2 0 22 1 1 1 1 1 1 1 1 1 </td <td>15</td> <td>Α</td> <td>0</td> <td></td> <td></td> <td>0</td> <td>0</td> <td></td> <td></td> <td>0</td> <td></td> <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td> <td>•</td> <td></td>	15	Α	0			0	0			0		-						-	•	
18 C 2 0.8 0.2 1.6 0.4 18 3 0.8 0.2 2.4 0.6 18 2 0 1 1 3 19 B 1 0.2 0.8 0.2 0.8 19 1 0 0 0 1 20 B 1 0.2 0.8 0.2 0.8 19 1 0 0 0 1 20 B 1 0.2 0.8 0.2 0.8 0.4 1.6 20 1 1 1 0 2 21 B 1 0.2 0.8 0.4 1.6 21 1 1 1 0 2 22 B 1 1 0 1 0 2 0 22 1 1 1 1 1 1 1 2 2 1 1 1 1 0 2 2	16	D	3							3								0	-	
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28 C 2 1 0 2 0 2 0 2 0 0 0 2 29 C 2 1 0 2 0 0 2 0<			2															-		
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30 A 0 1 0 </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td> <td></td> <td>•</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>-</td> <td>_</td> <td></td>							-		•									-	_	
31 C 2 1 0 2 0 31 3 1 0 3 0 31 2 1 1 1 1 3 32 B 1 0.8 0.2 0.8 0.2 0.8 0.2 2.4 0.6 32 1 1 2 1 3 33 C 2 1 0 2 0 33 2 0 1 0 2			2	1	-		-											-	-	
32 B 1 0.8 0.2 0.8 0.2 32 3 0.8 0.2 2.4 0.6 32 1 1 2 1 3 33 C 2 1 0 2 0 33 2 1 0 2 0 1 0 2			-	•	-	-	-			-	-		-					-	_	
33 C 2 1 0 2 0 33 2 1 0 2 0 33 2 0 1 0 2							-							-			-	•		
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34 B 1 0.8 0.2 0.8 0.2 34 2 0.8 0.2 1.6 0.4 34 1 0 1 1 2		-	2				-				-							1	-	
	34	В	1	8.0	0.2	0.8	0.2]	34	2	0.8	0.2	1.6	0.4	34	1	0	1	_1_	2

	17.1 21.1 20 Current Position		16.9	17.1 31.7 38 Future Position	
ı			v 04 71		
[OTAL X= 21.1]	X Plot =	4.2	X= 31.7	X Plot =	6.3
FOTAL Y= 20.9	Y Plot =	4.1	Y= 38.3	Y Plot =	7.5
		Current	Future		
TECHNICAL FRAMEW	ORK	0.5	0.67		
LEVEL OF VERIFICATION	ON	0.11	1		
EXCELLENCE OF PRO	JECT TEAM	0.33	0.67		
COMMERCIAL READIN	IESS	0.22	0.78		
PROPRIETARY STREN	IGTH	0.58	0.67		
TECHNOLOGICAL DUF	RABILITY	0.42	0.67		
MARKET CHARACTER	ISTICS	0.47	0.6		
MARGIN AND PROFIT	POTENTIAL	0.42	0.42		
COMMERCIALIZATION	CHANNELS	0.5	0.83		

Fig. 9